



YOUR FREE DIGITAL HEALTH REPORT

Kernow Waste Removals

A complete analysis of your online presence — where you stand today, what it is costing you, and exactly how to fix it.

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Location	Cornwall
Date	24 March 2026
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Why is this free?

Alex Hormozi said that to build a great business, you have to give some of your best stuff away for free. So that is what we are doing.

We have audited Kernow Waste Removals's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you can take this week for free.

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Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

What this means: Kernow Waste Removals is earning £5,000/month from word of mouth, Facebook Ads, and referrals — with almost no online infrastructure supporting it. Your website is on Squarespace and IS indexed by Google for your brand name, but has zero service pages and zero area pages, so it ranks for nothing customers actually search. You have a Facebook page (84 followers, posting actively) and an Instagram (77 followers, 7 posts) — decent foundations. But you have no Google Business Profile, zero Google reviews, zero directory listings, and your website phone number (07435099527) doesn't even match the number you gave us (07960999454). Meanwhile, Celtic Clearance has 74 reviews and 23 years of presence. The good news: no competitor in Cornwall is doing area pages for waste removal. Fix the foundations and you can close that gap fast.

1 SEO Health Check

Your SEO score is **12/100**. This is based on a comprehensive audit of your Google Business Profile, website structure, local SEO signals, schema markup, and review presence. Here is how each area scored:

Category	Score	Status
Google Indexed Pages	15 / 100	Homepage indexed for brand name, but no service or area pages ranking
Google Business Profile	0 / 100	No GBP found — invisible on Google Maps
Service Pages	5 / 100	Single-page site with no dedicated service pages
Area Pages	0 / 100	No area pages despite serving all of Cornwall
Schema Markup	5 / 100	Only basic WebSite schema — no LocalBusiness or Service
Reviews	5 / 100	2 Facebook reviews, zero Google reviews

Problem: You do not exist on Google Maps

1. Search 'Kernow Waste Removals' on Google Maps — the only result is Kernow Clinical Waste Ltd, a completely different business.
2. You need to claim and verify a Google Business Profile immediately at google.com/business.
3. Set your primary category to 'Waste Management Service' — this is the #1 local ranking factor.
4. Add secondary categories: Rubbish Removal Service, House Clearance Service.
5. Upload 20+ photos of completed jobs, your van, and your team. You already have great job photos on Instagram — use those.
6. This alone could generate 3-5 enquiries per month from Google Maps.

Problem: Your website has no service pages

1. Your entire Squarespace site is one scrollable page: hero image, contact form, gallery. That is it.
2. Google needs separate pages to rank for separate services. Someone searching 'house clearance cornwall' (500 searches/month) will never find a single-page site.
3. Create individual pages for: House Clearance, Garden Waste Removal, Commercial Waste, Construction Waste, Rubbish Clearance, Furniture Disposal, Scrap Metal Collection, Light Demolition.
4. Each page needs 500+ words describing the service, your approach, and a clear call to action.
5. Your competitors Celtic Clearance has 7+ dedicated service pages. You have zero.

Problem: No area pages — and your competitors are not doing them either

1. Cornwall is a huge county. Someone in Truro searching 'waste removal truro' will not find you without a Truro-specific page.
2. Create pages for: Truro, Falmouth, Newquay, Penzance, St Austell, Bodmin, Camborne, Redruth, Helston, Bude, Launceston, Padstow.
3. Here is the opportunity: most of your competitors do NOT have area pages either. Whoever builds them first dominates those searches.
4. Garden waste cornwall has 500 searches/month and is growing 900%. Waste removal cornwall has 500/month and is also up 900%. These are real customers you are missing.

Problem: Two different phone numbers confuse customers

1. Your website shows 07435099527. Your Facebook ad and survey show 07960999454. These are different numbers.
2. Pick ONE number and use it everywhere — website, Facebook, Instagram, Google Business Profile, directories, business cards.
3. Google cross-references your phone number across platforms. Mismatches reduce trust and hurt local rankings.
4. If you use a second number for tracking, set it as a secondary number — never replace the primary.

Quick Fix: The single most impactful thing you can do this week is claim a Google Business Profile. It takes 30 minutes and puts you on Google Maps immediately. You already have great job photos on Instagram and Facebook — upload those to GBP straight away.

Keyword Opportunities

These are real search terms people in your area are using. Your current position for all of them is not ranking.

Search Term	Monthly Searches	Your Position	Competition
waste removal near me	5,000	Not ranking	High
rubbish clearance near me	5,000	Not ranking	High
house clearance near me	5,000	Not ranking	Medium
waste removal cornwall	500	Not ranking	Medium
garden waste cornwall	500	Not ranking	Low
house clearance cornwall	500	Not ranking	Medium
house clearance penzance	500	Not ranking	Medium
rubbish clearance cornwall	50	Not ranking	High
garden waste removal cornwall	50	Not ranking	High
house clearance bodmin	50	Not ranking	High
junk removal cornwall	50	Not ranking	Medium

2 Social Media Health Check

Social media is not just about posting — it is about proving you are active, professional, and trustworthy. Here is how each platform scores:

Platform	Handle	Score	Status
Facebook	@kernowwasteremovals	3 / 10	84 followers, 2 reviews, actively posting (yesterday)
Instagram	@kernow_waste_removals	2 / 10	77 followers, 7 posts, real job photos, highlights
LinkedIn	None	0 / 10	No company page
TikTok	None	0 / 10	No presence
YouTube	None	0 / 10	No presence

Problem: You are posting but not growing

1. You have 84 Facebook followers and 77 Instagram followers. You are posting real job photos — that is more than most waste removal companies do.
2. But 84 followers means almost nobody sees your posts. Facebook organic reach for pages this size is typically 5–10 people per post.
3. Post 3–5 times per week. Before/after waste clearance shots get massive engagement — people love watching piles of rubbish disappear.

4. Use location tags on every post (Cornwall, Truro, Falmouth, Penzance).
5. Ask customers to tag you in posts — 'Tag @kernowwasteremovals if we cleared your space today'.
6. Short video time-lapses of clearances (30 seconds) would perform extremely well on Reels and TikTok.

Problem: Zero Google reviews is your biggest credibility gap

1. You have 2 Facebook reviews. You have zero Google reviews. Celtic Clearance has 74. Wascle has 116.
2. After every job, text the customer a direct Google review link: 'Thanks for choosing Kernow Waste Removals! A Google review would really help us: [link]'.
3. You need a Google Business Profile first (see SEO section) — then the review link generates automatically.
4. Target: 5 Google reviews in your first 2 weeks. Text your last 10–15 happy customers today.
5. Even 10–20 reviews at 5.0 stars would put you ahead of most Cornwall waste companies.

3 AI Readiness Check

AI Readiness Score: **3/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best waste removal near Cornwall?', the AI needs structured data, citations, and brand signals to recommend you. Right now, it has almost nothing to work with.

AI Ranking Factor	Your Status	Impact
Structured Data (Schema)	WebSite only	No LocalBusiness, Service, or FAQ schema detected
AI Crawler Access	All allowed	GPTBot, ClaudeBot, Google-Extended all permitted
Content Citability	Very low	Single-page site with minimal text content
Review Signals	Minimal	2 Facebook reviews only — AI weights Google reviews heavily
Brand Mentions	Low	Facebook and Instagram present but no directory citations

Problem: When someone asks an AI 'who does waste removal in Cornwall?', the AI looks for businesses with Google reviews, structured data, directory listings, and detailed service descriptions. You have minimal presence on 2 platforms and nothing else. The AI will recommend Celtic Clearance (74 reviews), Wascle (116 reviews), and DC Shift (20+ years) — businesses it can verify are established and trusted.

1. Add LocalBusiness schema markup to your website — this is the language AI understands.
2. Your robots.txt already allows AI crawlers — that is a good baseline, but they need content to crawl.
3. Create FAQ content on service pages — AI loves pulling answers from Q&A; format.
4. Build your Google review presence — AI references star ratings and review sentiment heavily.
5. Get listed on directories (Yell, Checkatrade, Bark, FreeIndex) — third-party mentions are how AI verifies legitimacy.
6. Create detailed service descriptions — AI needs specifics to recommend you for specific queries.

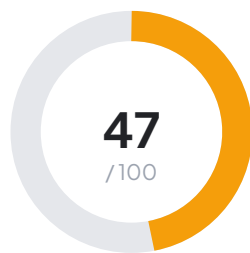
Why this matters right now: AI search is growing fast. When someone asks Siri, ChatGPT, or Google AI to find a waste removal service in Cornwall, it recommends businesses it can verify through reviews, structured data, and consistent online presence. Right now, AI barely knows Kernow Waste Removals exists.

“If you are thinking 'nobody is searching for a skip alternative using AI' — you are probably right today. But 12 months from now? The businesses that set up their online presence properly now will be the ones AI recommends. And once AI starts recommending your competitors, catching up gets much harder.

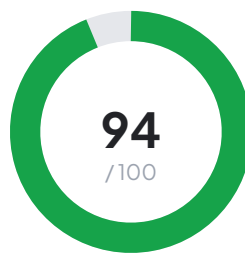
— Jonny

4 Website Performance

We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	4.4 seconds (mobile)	Poor — should be under 1.8s
Largest Contentful Paint (LCP)	13.7 seconds (mobile)	Critical — should be under 2.5s
Desktop Performance	77/100	Acceptable but not great

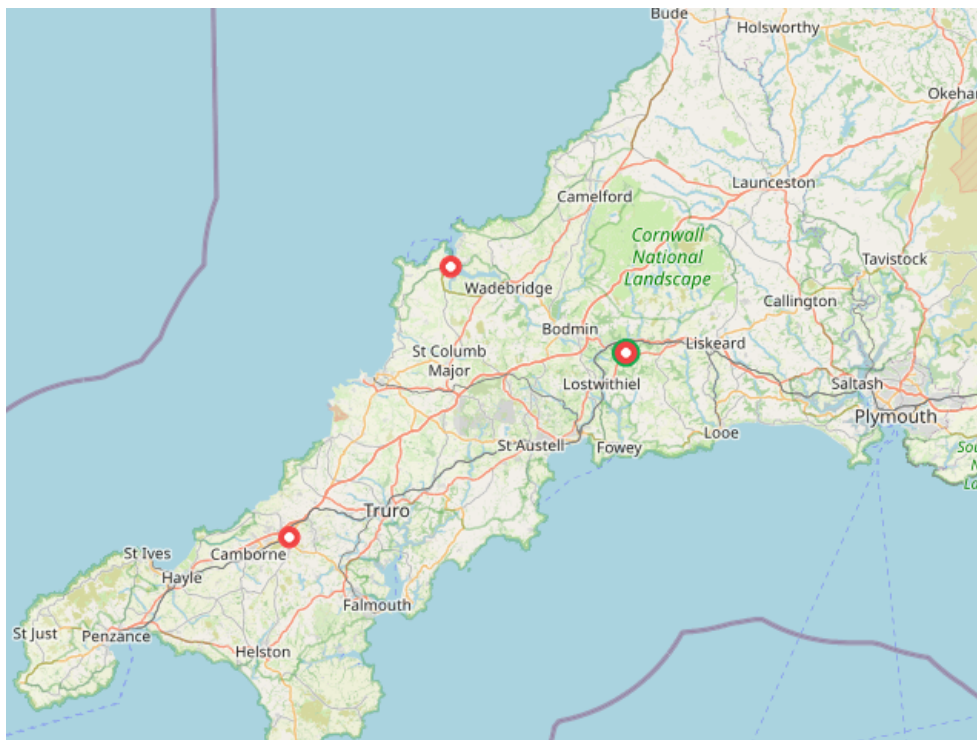
What this means: Your website takes nearly 14 seconds to fully load on mobile. Google considers anything over 2.5 seconds 'poor'. Most local searches happen on mobile — a customer searching 'waste removal near me' while standing next to a pile of rubbish will not wait 14 seconds. They will hit the back button and call your competitor instead.

5 Local SEO Intelligence

This section goes beyond the standard audit. These are the ranking factors that most agencies either do not know about or get wrong.

Your Service Area Map

■ Your business
 ■ Service areas
 ■ Competitors



What Actually Matters for Local Ranking (2026)

#	Ranking Factor	Why It Matters
1	Primary GBP category	'Waste Management Service' is the most specific category. This is the #1 ranking factor.
2	Proximity to searcher	Cannot control, but having your service area set correctly helps Google show you to the right people.
3	Keywords in business title	Must be your real trading name — no keyword stuffing. Google suspends businesses that add fake keywords.
4	Extended business hours	When you are 'open' during a search, you rank higher. Set hours as wide as you can genuinely manage.
5	Google rating 4.5+	High-rated businesses get more clicks. Aim for 4.8+ from your first 20 reviews.
6	All 9 GBP category slots filled	Most businesses use 1-2. Filling all 9 with relevant categories expands where you show up.
7	Review recency	7 new reviews per week outranks 5,000 total reviews with no recent ones. Consistency beats volume.
8	Correct map pin	For service-area businesses, the map pin can end up in the wrong location. Check it on Day 1.

What Does NOT Matter (Myth-Busts)

- **Keywords in your GBP description do NOT impact ranking** — write it for humans and AI, not the algorithm.
- **Google Posts do NOT directly impact ranking** — useful for engagement, but not a ranking signal.
- **Setting service areas has ZERO ranking impact** — it only affects where your profile is visible, not how it ranks.
- **Geotagging photos manually is useless** — Google strips location data on upload. Take photos on-site with your phone instead.
- **Review bursts hurt you** — do NOT email your entire customer list once every 6 months. Ask after every job, consistently.

Your Local SEO Game Plan

- **'28 pages' strategy:** 5 core pages + 8 service pages + 12 area pages + 3 supporting pages. This structure targets every high-value keyword in Cornwall waste removal.
- **Area pages are your biggest weapon:** No competitor in Cornwall is doing dedicated area pages for waste removal. Whoever builds them first wins those searches. 'Waste removal cornwall' alone gets 500 searches/month and is up 900%.
- **Review velocity over volume:** Getting 2-3 new Google reviews per week from your 10-20 monthly jobs will build authority faster than any SEO tactic.
- **Directory blitz:** Submit to Yell, FreeIndex, Bark, Checkatrade, Cornish Traders, Thomson Local, TrustATrader, Yelp, Apple Maps, and Bing Places within the first month.
- **Content compounds:** Blog posts about skip hire alternatives, waste disposal regulations, and seasonal clearance tips will drive long-tail traffic for years.

6 The Real Cost

Being invisible online is not free — it has a real cost measured in jobs you never hear about, calls you never receive, and contracts that go to competitors with better online presence.

Missed calls

You told us you miss 1-3 calls per week while you are on a job. That is 4-12 potential customers per month who call, get no answer, and immediately call your competitor instead. At an average job value of £250-500, that is £1,000-6,000 in lost revenue every single month.

Invisible on Google Maps

You have no Google Business Profile. Someone searching 'waste removal near me' in Truro (5,000 searches/month nationally) will find Celtic Clearance, Wascle, and DC Shift on the map — never you. Every day without a GBP is a day your competitors collect the customers that should be yours.

Zero Google reviews

When someone hears about you through word of mouth and Googles your name, they find your website and your Facebook page — but no Google reviews. Celtic Clearance shows 74 reviews at

5.0 stars. That comparison costs you jobs every week. People trust the business with reviews.

Brand confusion

There are at least 3 other 'Kernow' waste businesses in Cornwall: Kernow Removers Ltd, Kernow Waste Away, and Kernow Clinical Waste. When someone searches 'Kernow Waste Removals' on Google Maps, they see Kernow Clinical Waste Ltd (a completely different company). Without your own GBP, Google directs your potential customers to the wrong business.

Phone number mismatch

Your website shows 07435099527 but your Facebook ad shows 07960999454. This confuses customers who check your website after seeing your ad. It also hurts your local SEO because Google expects your phone number to be consistent across all platforms.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	GBP claimed and optimised, phone number standardised, 10+ Google reviews, 10+ directory listings, missed call text-back live	Appearing on Google Maps, capturing missed calls, building credibility
90 days	28-page website live with service and area pages, 30+ reviews, blog content publishing weekly	Ranking for low-competition Cornwall terms, 5-10 enquiries/month from organic search
6 months	Dominant local presence, 50+ reviews, area pages ranking across Cornwall, review automation and AI voice agent active	Consistent organic lead flow. Revenue from £5k to £8-10k/month. Reduced dependence on paid ads

The bottom line: You are running a real business with real customers and real job photos — you are already doing the hardest part. Your online presence just does not reflect the quality of work you are actually delivering. Fix that and the revenue follows.

7 Your Action Plan

Everything above can feel overwhelming. So here it is broken down into what to do first, what to do this month, and what needs professional help.

Do This Week (Free, High Impact)

#	Action	How	Time
1	Claim Google Business Profile	google.com/business — full setup with photos, categories, service areas	45 min

#	Action	How	Time
2	Text 10 past customers for Google reviews	Send them a direct review link via SMS or WhatsApp	15 min
3	Standardise your phone number	Pick one number, update website + Facebook + Instagram to match	15 min
4	Set up missed call text-back	Automated SMS when calls go unanswered: 'Sorry we missed your call...'	15 min
5	Upload 20 job photos to Google Business Profile	You already have great photos on Facebook and Instagram — reuse them	20 min

Do This Month (Some Technical)

#	Action	How	Time
1	Submit to 10+ business directories	Yell, FreeIndex, Bark, Checkatrade, Cornish Traders, TrustATrader	2 hrs
2	Create a basic About page on your website	Logan's story, licensed waste carrier, areas covered	1 hr
3	Publish first Google Business Profile post	Introduction post about your services and areas	15 min
4	Get waste carrier licence number visible everywhere	Website footer, GBP description, directory listings	30 min
5	Start posting 3-5 times per week on Facebook and Instagram	Before/after photos, job highlights, team shots	2 hrs/wk

Longer Term (Professional Help Recommended)

1. Build a full 28-page website with individual service pages and area pages targeting every Cornwall town.
2. Implement automated review collection — every completed job triggers a review request via text message.
3. Set up AI voice agent to handle calls while you are on-site — capturing the 1-3 missed calls per week.
4. Publish weekly blog content targeting long-tail keywords like 'skip hire alternative cornwall' and 'house clearance cost cornwall'.
5. Build local authority with Cornish Traders listing, local sponsorships, and Cornwall-specific content.

“I know — that is a lot of steps. But every single one directly puts more money in your pocket. The difference between a business that gets found on Google and one that does not is thousands of pounds per month. Your competitors are not better than you — they are just easier to find.

— Jonny

8 What You Have Going For You

This report has been heavy on what needs fixing. But let us be clear — you have serious advantages that most competitors do not:

£5,000/month with almost no online infrastructure: You are earning this from word of mouth, Facebook Ads, and referrals alone. That proves the service quality is there. Imagine what happens when Google starts sending you customers too.

Already posting real content: Most waste removal companies have zero social media. You are actively posting job photos on Facebook (yesterday!) and Instagram. That content is gold — it just needs a bigger stage.

'Kernow' in your name is a branding advantage: Cornwall customers want to hire Cornish businesses. The name instantly communicates local pride. This cannot be bought.

Your competitors are complacent: Celtic Clearance has 23 years but no area pages. No competitor is doing dedicated town pages for waste removal in Cornwall. A well-built site with area pages can close that gap in months.

Waste removal is visual and recession-proof: Before/after clearance photos are incredibly satisfying content. People always need rubbish cleared. Building online visibility in a stable, visual market compounds year after year.

Owned by two Cornish lads: Your Facebook bio says 'Licensed Waste Removal company owned by two Cornish locals.' That personal, local identity resonates with customers who are tired of faceless national companies.

Competitor Comparison

Factor	Kernow Waste Removals	Typical Local Competitor
Google Reviews	0	14-116
Facebook	84 followers, 2 reviews	155-492 followers
Instagram	77 followers, 7 posts	Varies — most don't have IG
Service Pages	0 (single page site)	3-7 individual pages
Area Pages	None	None (opportunity for you)
Directory Listings	0	3-8+ platforms
Schema Markup	WebSite only	None (opportunity for both)

The market is beatable. The Cornwall waste removal market has established competitors, but none are doing digital marketing well. No competitor has area pages. No competitor has schema markup. Most rely on their age and review count. A professional setup with area pages, review automation, and proper SEO would leapfrog most of them within 6 months. And the search demand is real — 'waste removal cornwall' is up 900% in the last 3 months.

What Happens Next

This report is yours. No strings attached. The action steps are real, the quick wins are free, and everything in here is based on actual data — not guesswork.

If you want help implementing any of this, that is what we do. We build the website, set up the SEO, create the content, and manage the ongoing optimisation. One monthly fee, no long contracts, and you own everything we build.

No pressure. No hard sell. If you do nothing with this report, you are still better informed than 95% of your competitors. But if you want to move fast, we are ready to start.

“Right now I am building my reputation, which means you are getting the best deal I will ever offer. £197/month for work that most agencies bill thousands for. I am basically scamming myself. But I would rather have 5 brilliant case studies than 50 average ones — and turning an invisible Cornwall waste business into a Google Maps dominator is exactly the kind of case study I want.

— Jonny

“For our first 5 clients, the full SEO setup — Google Business Profile optimisation, schema markup, directory submissions, area pages — is included free. Normally agencies charge £1,000-3,000 per month for this alone. I am including it because the results speak louder than any testimonial I could write.

— Jonny

Book a Free Strategy Call

15 minutes. No obligation. We will walk through this report together and answer any questions you have.

start.buildmyservice.co.uk/call

Or message Jonny directly — he does not bite

“Give away your best stuff for free. The people who can do it themselves were never going to pay you anyway. The ones who cannot will.”

— Alex Hormozi

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